Parent Prevention Initiatives:

Keeping young workers safe –it's up to all of us.

Views from BC Confederation of Parent Advisory Council Representatives

Final Report

WorkSafe™

WORKERS' COMPENSATION BOARD OF BRITISH COLUMBIA

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EXECUTIVE SUMMARY

As one component of its ongoing efforts to develop resource materials for parents regarding young worker safety, the WCB-BC sponsored a discussion workshop among representatives of the BC Confederation of Parent Advisory Councils (BCCPAC). The session took place during the BCCPAC Conference in Burnaby, BC on May 14th, 2004. The purpose of this workshop was to collect opinions and ideas on current and required young worker resource materials aimed at parents. This executive summary represents the most salient findings gleaned from feedback provided by 15 volunteer BCCPAC participants.

Elevate the significance of young worker safety before expecting volunteers to enlist to fight for the cause.

Parents first need to understand and take ownership of young worker safety issues before they will offer to help promote prevention initiatives. Workplace safety is still perceived as the employer's responsibility. Few parents proactively discuss workplace health and safety with their children because they have not yet embraced the significance of this issue. Using current tools such as the Lost Youth video and parent resource kit, PAC representatives will soon begin to internalize the importance of addressing young worker safety.

Emphasize the message, "Keeping young workers safe – it's up to all of us."

Once truly adopting the phrase, "Keeping young workers safe – it's up to all of us," PAC representatives are willing to promote awareness and prevention strategies related to young worker safety. This phrase is one that illuminates the need to encourage community responsibility. As a slogan, this statement epitomizes the key message required to motivate entire communities to become actively involved in the issue.

Leverage emotional human-interest stories to compel parents to take ownership and fight for these issues.

Emotional human interest stories need to be shared to effectively make parents understand the significance of their involvement in young worker prevention initiatives. Positively, the "reality" approach is one that the WCB-BC has already adopted, and this approach is dually effective among youth.

Fully assume the role of the WCB enabler in creating a 'neighbourhood watch' for young worker safety.

The WCB is an enabler at the core of additional prevention initiatives in waiting. Much like a war general issuing artillery and strategies to its soldiers, the WCB can forge strategic alliances and arm stakeholders with resources so they, in turn, may lead their communities to address young worker safety.

Possible enabling strategies include mobilizing:

- DPAC and PAC representatives to take leadership roles in creating and sponsoring educational workshops and/or community dialogues focused on young worker health and safety;
- Employers to communicate directly with parents of young workers, and conversely, parents to reach out to their child's employer;
- Educators to communicate directly with parents about young worker safety; and
- Communities to access WCB- recruited spokespersons who have experienced a workplace accident or injury.

Continue to aggressively transmit information to PAC representatives.

The WCB-BC has proactively disseminated resource materials to PAC representatives in recent years. However, awareness of the extent and nature of tools and materials available through the WCB is not yet widespread. Continued aggressive communication efforts to these important PAC partners are merited. The WCB should also consider alternative information dissemination strategies to reinforce and expand current communications.

Build on existing resources to enable others to advocate young worker safety.

The WCB's arsenal of information for parents regarding young worker safety is already extensive. Fine-tuning certain tools and materials can yield even stronger victories in the fight to protect young workers. The parent brochure will be a widely used resource in the WCB's enabling strategies. As well, the parent presentation will serve to elevate the significance of young worker safety. Specific tweaks to these resources will improve the effectiveness of the WCB's enabling strategies.

Don't be afraid to ask for help.

BCCPAC representatives volunteered to help promote young worker safety messages at the conclusion of the workshop. As long as DPAC and PAC representatives are made aware of the gravity of this issue, the WCB-BC will have a willing network of volunteers to carry messages to their respective communities.

* * *

Please refer to the attached report for more detailed information.

BACKGROUND & METHODOLOGY

The WCB-BC has been proactive in developing resource materials to promote prevention initiatives among various stakeholders, including parents. As part of its ongoing efforts to develop resource materials for parents, the WCB-BC is a sponsor of the BC Confederation of Parent Advisory Councils (BCCPAC) conferences held in May and October each year. BCCPAC representatives are active and involved parents who volunteer to make a difference in their children's education and lives.

During the May 2004 BCCPAC Conference in Burnaby, the WCB sponsored a discussion workshop among BCCPAC representatives. The purpose of the session was to collect opinions and ideas on current and required workplace health and safety resource materials aimed at parents.

A total of 15 BCCPAC representatives voluntarily participated in a 2.5-hour workshop on May 14th, 2004. These parents hailed from communities across British Columbia, and each had between two and five children. Overall, these parents were primarily female (14 females and one male). Further, eight of the fifteen parent participants indicated currently having children aged 24 or younger in the workplace either full or part-time.

The WCB-BC engaged Ipsos-Reid to act as an objective third-party facilitator during the workshop. In consultation with each other, a discussion guide was created to address the following areas:

- Current strategies used to speak with children about workplace safety issues;
- Evaluations of the WCB-BC parent brochure;
- Evaluations of the WCB-BC parent powerpoint presentation;
- Views towards employer strategies; and
- Idea generation discussions regarding conversation starters and other possible initiatives.

This report details the feedback gathered among BCCPAC representatives.

TAKING OWNERSHIP OF YW SAFETY

Encourage parents to understand and take ownership of young worker safety issues.

Overall, eight of the fifteen parent BCCPAC participants reported having children aged 24 years or younger currently in the workforce either full or part time. However, just three of these parents started conversations with their children prior to them beginning their jobs. Why didn't parents speak to their children about workplace health and safety? The following common reasons were mentioned:

- I assume the employer is taking care of it;
- I never thought working at that place might be hazardous;
- I assume my kids can handle it;
- We're sometimes too busy to address every issue facing our children; and
- I didn't know what I was supposed to say.

The messages conveyed by the few parents who spoke to their children about workplace health and safety are:

- Be focused;
- Listen in the training session;
- Use common sense;
- Protect yourself; and
- Don't do everything you see.

Shift the attitude of workplace safety being the employer's responsibility to being everyone's responsibility.

The issue of young worker safety is not higher on the parent agenda because it is assumed that employers are responsible for their children at the workplace. The aim is to move from this former attitude to the desired, "Keeping young workers safe – it's up to all of us." This preferred attitude is one that the WCB-BC Strategic Program section strives to see the broad community embrace. However, BCCPAC representatives participating in this workshop have not yet internalized this outlook. Promoting the collective concept through this effective slogan should assist in re-shaping parental views and behaviours towards young worker health and safety.

Compel parents to take ownership of the issue using emotional reality-based stories.

BCCPAC representatives explain that they need to feel the emotional triggers related to the impact of young worker tragedies to truly understand the significance of their parental role in prevention initiatives. Real stories need to be shared to effectively impact parents' and other stakeholders' views. Positively, the "reality" approach is one that the WCB-BC has already adopted (i.e. Lost Youth video, profile sheets). The method of sharing real-life experiences is dually effective among youth.

"It's when they tell you heart-wrenching stories that it becomes yours because it brings you to that place. It's only then do we think about our responsibility – when it's ours and we can experience it."

WCB-BC: THE ENABLER

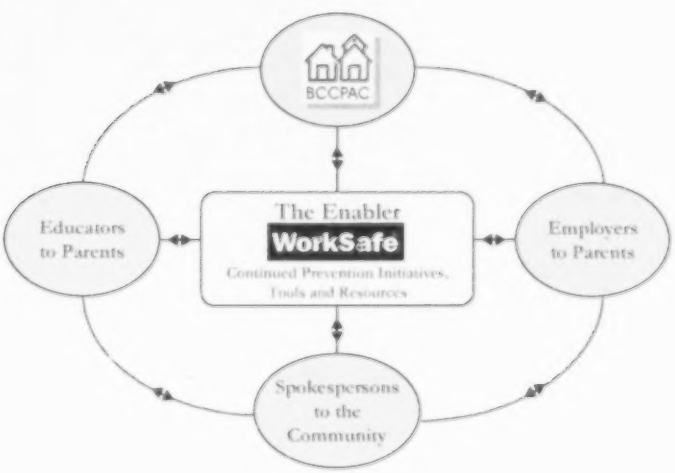
Assume the role of the WCB enabler at the core of a network of potential prevention initiatives.

The WCB-BC's prevention efforts have already touched an array of stakeholders. In its unique position, the WCB can now further promote prevention messages at the grass-roots level. How? The WCB-BC can arm stakeholders with resources and ideas to enable others to convey the importance of young worker health and safety in their communities.

By providing information, tools and resources to PAC representatives regarding young worker prevention efforts, the WCB can form strategic alliances with PAC partners can take a leadership role in bringing their community together to address the issue. BCCPAC representatives note that willing volunteers are available if the WCB can make it easy for them to take on this role.

Possible WCB "enabling" strategies discussed, outside of traditional social marketing advertising, involve mobilizing:

- DPAC and PAC representatives to take a leadership role in creating and sponsoring educational workshops and/or community dialogues focused on young worker safety;
- Employers to communicate directly with parents of young workers, and conversely, parents to reach out to their child's employer;
- Educators to communicate directly with parents about young worker health and safety; and
- Communities to access WCB-recruited spokespersons who have experienced a workplace accident or injury.



Enabling DPAC/PAC Representatives:

DPAC/PAC representatives are willing to help. Just ask and make it easy for them to follow through.

At the completion of the workshop, several BCCPAC representatives invited the WCB-BC to get them more involved with young worker health and safety prevention efforts. They want to do more than pass out collateral information materials. They are interested and willing to highlight the issue via devoted community events such as focused educational workshops or broader community dialogue sessions.

Ultimately, these enabling strategies are aimed to motivate parents to take ownership of prevention initiatives by creating 'a neighbourhood watch' for young worker health and safety.

Educational Workshops:

Further promote existing resources to conduct DPAC/PAC educational workshops.

The methods used to disseminate information at DPAC and PAC meetings are linked to the importance that parents will place upon the issue at hand. BCCPAC participants recommend against simply offering handout print materials, such as the parent brochure, at meetings. Collected amidst other reading materials, the importance of young worker safety will be lost using this sole approach.

Rather, BCCPAC representatives see a need to conduct an educational workshop devoted to young worker health and safety. With this approach, various methods of information dissemination can be more effectively used to raise the prominence of this issue on the parent agenda. Positively, the WCB-BC has already developed resources for DPAC/PAC representatives to use in educational workshops. More specifically, BCCPAC representatives made reference to the usefulness of the following resources already in existence (parent resource kit) for educational workshops:

- Videos such as Lost Youth or Joe Who;
- The parent presentation and speaking notes for the DPAC/PAC presenter;
- Discussion topics to follow the videos and presentation to engage the audience to take action;
- Hand-outs such as a copy of the presentation or parent brochure; and
- Access to guest speakers from their local communities to reinforce the importance of young worker health and safety.

Raise awareness of the extent of WCB resources available to DPACs/PACs.

The WCB has informed the BCCPAC community about its resource materials through means such as BCCPAC newsletters, on websites, in mailouts to DPACs and PACs, and at BCCPAC conferences. However, not all representatives are yet aware of the array of tools and materials available to them and others. Continued efforts to communicate the existence of WCB resource materials are merited. The WCB may also wish to review the effectiveness of current communications strategies to BCCPAC representatives, or consider alternative methods of information dissemination.

Provide easy-to-use "how to" guides with educational workshop materials.

BCCPAC representatives consider themselves to be "process-oriented". They suggest that WCB resources build on existing "how to" information, such as speaker notes or required steps in conducting effective educational workshops. For example, Which resource (video, presentation, brochure, guest speaker) is most effectively used first/last? What types of questions could we challenge the audience with following the presentation? What are some useful tips on monitoring successes in the community? How often should this type of educational workshop take place? Who do I contact at the WCB to get this started and what can the WCB actually help me with?

In essence, these individuals are looking for an even more pronounced "workshop in a kit" format than currently exists. While DPAC and PAC representatives will be delivering the messages, the WCB's efforts will impact the content and effectiveness of such events.

Community Dialogues:

Enable BCCPAC representatives to engage others in community dialogue sessions.

BCCPAC representatives participating in this workshop were further willing to assist with the coordination of community dialogue sessions. These community dialogues would move beyond the in-house educational workshops that DPAC or PAC representatives volunteer to conduct. Ultimately, the term 'community dialogue' could refer to many scenarios such as:

- Speaking to Chambers of Commerce and/or other community organizations using the parent presentation provided by WCB-BC;
- Organizing community forums that could include local spokespersons from industry, community and youth groups, educators and WCB-recruited volunteers to speak to interest groups;
- Showing videos and facilitating discussions with various types of target audiences (unions, employer groups, human resource groups, parent-teacher nights, and other youth leaders such as via Scouts or Guides);
- Distributing media releases to local reporters with template press releases to promote community forums which would be easily modifiable to include local facts; and
- Promoting success stories to the community showcasing 'promising practices' which have taken place in other communities.

Overall, BCCPAC representatives would relish all ideas about community outreach efforts to raise the importance of young worker health and safety. The WCB-BC could enable BCCPAC representatives to coordinate such events by providing them with 'how to' guides to engage stakeholders and potential event sponsors. These guides could include template letters, email invitations or media materials, for example. As well, the WCB could develop a list of the potential types of stakeholders to contact, including politicians, employers, Chambers of Commerce, Boards of Education, youth groups, church groups, among others.

Enabling Employers & Parents to Communicate with Each Other

Encourage employers to share their responsibilities with parents of young workers.

BCCPAC representatives are more involved with youth issues than the average parent. Nevertheless, these parents believe that employers are responsible for their children's health and safety at the workplace. Most of these parents, in fact, have not considered their own role as parents in preventing young worker injuries.

DPAC and PAC representatives can reach some parents directly from a parent-to-parent perspective. Additional efforts, however, can originate from employers to parents. The main purpose of the employer-parent communication would be to raise awareness of workplace dangers, inform parents of the safety training, and to encourage parents to ask questions.

As an enabler, the WCB-BC can provide employers with resources to become proactively involved with the parents of their young workers, such as:

- Examples of letters employers could send home (i.e. London Drugs letter);
- Examples of contracts that employers, young workers and their parents could sign;
- Success stories of employers inviting parents to view the workplace and participate in a parent safety orientation session; and
- Examples of report cards to send home to parents following the young worker's safety training.

BCCPAC representatives firmly believe that parents would be willing to pay attention to and even sign documents they receive from their children's employers. These parents would eventually prefer to see employer-parent communications mandated for young workers.

Enabling Educators to Educate Parents:

Piggyback on existing school system communications vehicles to raise awareness.

BCCPAC representatives acknowledge that it is difficult to motivate parents to read the array of print materials that are received. However, they note that they pay strict attention to any communications sent directly from their children's educational institutions. These parents suggest that the WCB-BC include parent resource materials with existing school communications to expose parents to young worker health and safety issues.

As an enabler, the WCB-BC could initiate discussions with school administrators to:

- Include the parent brochure with report cards and have parents sign a document indicating they've received and read the brochure (they already have to sign report cards);
- Send information such as the parent brochure, young worker magazine, poster or fact sheet to parents of students in career preparation courses, or those who are developing their planning portfolios, or of students participating in co-op programs;
- Play the videos of Lost Youth or Joe Who during school open houses or parent-teacher evenings; and
- Include WCB-BC parent contact information in school newsletters.

BCCPAC representatives suggest gaining support first from school administrators who would then in turn garner support from their teaching staff. The WCB-BC can also enlist DPAC and PAC representatives to help communicate the importance of educator-parent communications regarding young worker health and safety.

Enabling Communities to Access Spokespersons

Continue efforts to recruit and retain spokespersons as an essential method to engage communities in young worker issues.

No one resource will touch parents as much as a spokesperson recounting their personal experience with a workplace incident. Parents need to take ownership of this issue and don't naturally do this unless they've experienced it themselves. Therefore, sharing the impact of young worker injuries via spokespersons such as injured young workers and their family members will continue to be very effective in garnering community support.

As the enabler, the WCB-BC's role would be to continue to recruit and update the existing list of potential spokespersons available to speak at events such as:

- Schools;
- PACs;
- Chambers of Commerce;
- Youth associations/groups (Scouts/Guides);
- City/town councils; and
- Other scheduled community events related to young worker safety.

Further, it is important to BCCPAC participants that the WCB provide them with a list of spokespersons from various regions of the province. Workshop participants feel that stories have a greater impact if shared from a local rather than distant perspective. However, this request may not always be possible to produce. The WCB may not be able to find spokespersons in each region of BC who are able and willing to share their stories.

Finally, participants believe that the profile sheets outlining young workers' stories are powerful and would be effectively used as collateral hand-out materials following speaking engagements.

Continue to build on and advertise existing speaker resources.

The WCB-BC has initiated the Young Worker Speaker Resource to address the need for spokespersons. This resource is available online and outlines the network of volunteer speakers available to schools and PACs. Speakers recruited to participate in this initiative include injured young workers, their parents, industry, labour and health and safety advocates. It is exactly this type of resource BCCPAC representatives would find useful.

However, awareness of this newly created resource is weak among BCCPAC participants. The WCB needs to continue to communicate the existence and effectiveness of this resource to enable others to use it.

PARENT BROCHURE EVALUATION

The parent brochure will be a widely used resource in WCB's enabling strategies.

Based on feedback from BCCPAC representatives at a previous conference, the WCB-BC developed and produced a brochure aimed at parents to address young worker health and safety issues. Workshop participants reacted positively to this document and commented on its usefulness to help raise awareness of these issues among parents in their communities. The review of this brochure was timely as it is perceived as an important resource developed by the WCB to enable others to share this young worker safety information. BCCPAC representatives reviewed this resource with an aim to identify improvements for future editions.

"It's a neat little package and it is easy to follow. Good job on how you have managed to do that."

Photography

Use photographic images of injuries and consequences to tell compelling stories.

The use of photography can attract parents' attention to read this brochure. Specifically, most workshop participants would prefer to see more photographs such as Michael's that depicts the consequences of workplace accidents and injuries. Images that do not tell a story, such as Jennifer's headshot, do not draw readers to the document. This is particularly true for the cover of the brochure where participants note that "the picture should be more shocking to draw attention."

Include photographs of individuals who personalize the issue for stakeholders.

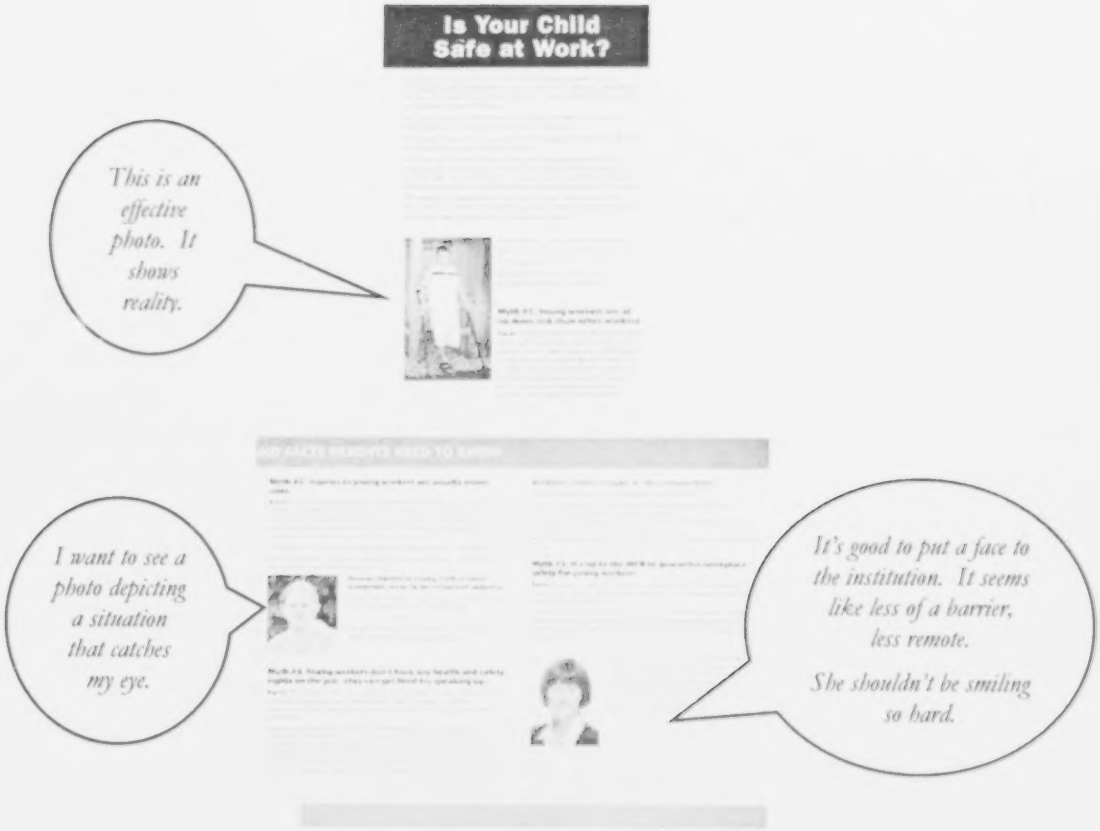
Personalizing the WCB-BC Prevention Division with a photograph of Roberta Ellis was another element of the brochure that workshop participants found effective. By showing *who* is behind the institution, parents can relate to the issue in a more personal manner. Certain individuals also commented that John Higgins Sr.'s quote and photograph spoke to them in a personal and positive light as a parent.

Avoid showing individuals smiling.

Several participants believe that individuals should not be smiling in photographs in this particular brochure. These BCCPAC representatives see smiles as belittling the seriousness of the messages being conveyed. The photographs of Kathleen Higgins and Roberta Ellis were included as examples of unnecessary smiles.

Ensure the use of younger vs. older young workers.

The cover photograph needs to elicit an immediate response from its target audience to drive readership of the brochure. In addition to the photograph needing to have a higher "shock value", many participants felt the youth portrayed in the image were too old.


Is Your Child Safe at Work?
This is an effective photo. It shows reality.
I want to see a photo depicting a situation that catches my eye.
It's good to put a face to the institution. It seems like less of a barrier, less remote.
She shouldn't be smiling so hard.

Graphics

Remember that the chosen colour will never please everyone.

Some debate over the use of the colour purple ensued among certain participants. On one hand, the colour purple is seen as being too female-oriented, "not strong enough for men" or "wimpy". On the other hand, the colour is perceived as "mommy", but many feel that it is most often moms who would become involved with the issue (as born out in the gender difference in this session: 14 females and one male). Others suggested using "safety" colours in future, such as yellow, red or black.

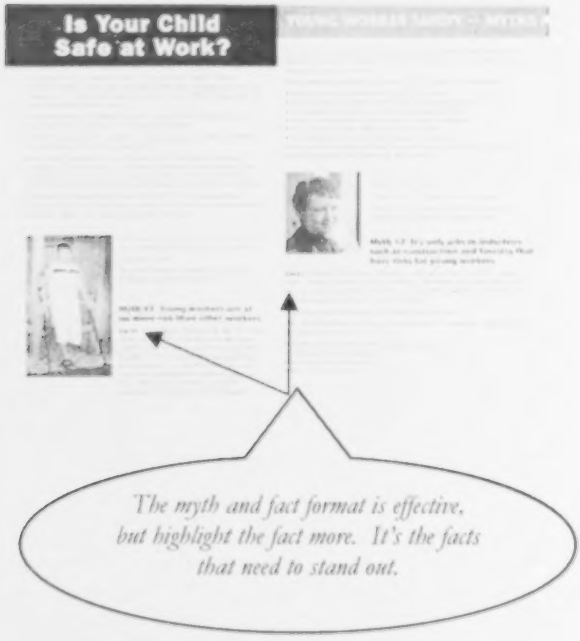
Continue to effectively use shaded text boxes to highlight content in the brochure.

The use of coloured text boxes, particularly in the resources section, is seen to be a very useful element of this brochure. These shaded areas certainly draw the eye of the reader to the information resulting in an easy-to-find and easy-to-use resource material.

Myths and Facts Format

Improve the effectiveness of this approach by increasing the prominence of the "facts".

The use of the "myths and facts" is appealing to parent participants, informative, eye-catching and effective. Suggested improvements for WCB-BC's consideration commonly pointed to highlighting the fact sub-head at least as prominently as the myth sub-head.


Is Your Child Safe at Work?
The myth and fact format is effective, but highlight the fact more. It's the facts that need to stand out.

Contact Information

Continue to include contact information and group all references in one area.

In the final back section of the parent brochure, young worker safety contact information is provided and participants find this information extremely useful and relevant for the brochure. However, in one of the interior brochure panels, contact information is noted that participants feel should be grouped with all references at the end of the document.

With this resource information, parents are enabled to contact other sources for information about young worker health and safety, and parents can also use these resources to share with their children.

"This is greatly appreciated if you have questions and don't know where to go. You can remain anonymous this way too."

Content

Reduce the amount of text in the brochure.

Most BCCPAC representatives agreed that the brochure is "too wordy". They recommend that future editions reduce the amount of text allowing for more bullet-points. At the same time, most workshop participants found the information to be useful and informative.

Rearrange the placement of certain items to draw greater attention to key messages.

BCCPAC participants felt that certain key messages were too hidden in the parent brochure to have the intended impact upon parents. Examples include:

- **Keeping young workers safe – it's up to all of us.** Currently in larger type and bolded on the back cover, participants feel this statement should lead the theme of the brochure. Thus, consideration should be given to leading with this slogan, rather than closing with it. As discussed earlier in this report, many parent participants do not feel responsible for their young workers' health and safety. Most pass this responsibility onto the employer. Raising consciousness among parents that everyone needs to play a role in protecting young workers is a major behavioural shift that needs to occur. As one individual remarked, "This is a great line and promotes us to think about it." Repositioning the line to the beginning of the document, therefore, would be more effective.
- The bolded statement, **"Workplace safety is a right. It's also a responsibility."** is perceived as another key message in the brochure. Many parent participants suggest placing this message more prominently than in the final panel of the document. For some BCCPAC representatives, it is important to also educate parents as to what these rights entail, noting, "It's important that parents know this. Put it up front and explain the rights."
- Parent participants also believe that the **tips on what parents can do** are the meat of the desired "call to action" of this brochure. Therefore, BCCPAC representatives suggest making these behavioural change suggestions earlier in the brochure.

Dissemination of the Parent Brochure

Expand the current methods of distributing the parent brochure.

In addition to confirming the effectiveness of the brochure and offering suggestions for future editions, BCCPAC representatives also commented on means of distributing this information to parents. The following ideas were generated in the discussion:

- Make parents accountable to read it by sending it out with report cards from schools and mandating that parents sign it acknowledging that they have read and understood the information;
- Have teachers hand it out to parents – or made available to parents – during parent-teacher interview nights;
- Send the brochure and website link materials with mail-outs sent by schools and school districts at the beginning of each school year;
- Present this information as collateral material following PAC educational workshops;
- Have employers give the brochure to their new young workers to bring home to their parents - or even have parents sign it and return it;
- Use it as a handout following speaking events given by spokespersons or PAC representatives;
- Distribute it to foster parent organizations;
- Make it available at "hire-a-student" offices; and
- Make it available at doctors' offices or medical clinics.

PARENT PRESENTATION EVALUATION

The parent presentation will serve to elevate the significance of young worker safety.

The WCB-BC can also offer the parent powerpoint presentation to enable others to communicate the importance of young worker health and safety. Certain BCCPAC participants have already used this tool and appreciated having the slides and speaking notes prepared for them. This presentation can rapidly gain importance if the WCB's enabling strategies quickly fan out among targeted stakeholders.

Workshop participants believe this type of information would be effectively disseminated via DPAC or PAC meetings, as a running loop during parent-teacher evenings, at sports venues, graduation meetings and events, or shopping mall displays, for example.

This workshop provided an opportunity to review the newly created parent presentation resource. As a working document, WCB and its partners can continually add or modify elements of the presentation as time progresses. With this focus, BCCPAC representatives were split into three working groups to review and comment on the various sections of the parent presentation.

Facts Section

Retain the personal stories and statistics at the beginning to engage audiences.

Parent participants positively view the first section of the parent presentation highlighting individual stories and statistics related to young worker injuries. The specific elements deemed effective included the "short and to the point" format, the use of different learning styles in the slides, and the easy-to-understand language. On the other hand, BCCPAC representatives felt that certain graphs needed more explanation, such as the charts related to young worker injury rates that were not entirely clear.

Offer additional interactive discussion options related to the facts presented.

Participants suggest including more speaking points or discussion options to use following the review of these slides. One participant stated, "The more you interact with your audience, the more they'll learn." Also, these individuals were supportive of more visual aids in the slides other than simply using text.

Why and Where Young Workers Get Injured

Challenge parents to answer the why and where questions before providing answers.

The section regarding *why* young workers get injured raises awareness of "danger signs" to address and is perceived as quite effective. Many workshop participants did not speak with their children about workplace health and safety prior to these youth commencing their jobs. Thus, receiving information about *where* young workers get injured was an eye-opening experience. The initial slide in this section posing a question made several individuals think about something they had not previously considered.

Illustrate the why's and where's of young worker injuries.

Showing realistic scenarios related to the impact of young worker injuries is an effective strategy to engage individuals to take ownership and promote this issue. However, BCCPAC representatives would prefer to show more visuals related to the attitudes behind why young workers get injured. Similarly, showing environments in which young workers are injured would help parents visualize the setting and compare it to their own children's workplaces.

Parents and Young Worker Safety

Review current WCB parent initiatives only if deemed appropriate.

Workshop participants appreciated the overview of initiatives that have been undertaken to involve stakeholders in prevention efforts. With these slides, BCCPAC representatives feel they can show others what is already being done and how other stakeholders can become involved. However, for some audiences, these slides may be extraneous to the other content of the presentation and could be strategically used where deemed appropriate. At the very least, participants felt these slides would work well as part of a handout to the parent presentation.

Streamline the focus of the prevention initiatives.

Another suggestion was to streamline this section by deleting Slide 16 "Young Worker Program – From Strategy to Action", and simply using Slide 17 highlighting the African proverb, followed by the chart titled, "Who needs to be involved?"

Make better use of Kathleen Higgins' compelling story.

In addition, several workshop participants feel that Slide 20, a visual and quote of Kathleen Higgins, should also include a graphic or story-telling photo of her son, John. In the presenter's notes below this slide, individuals suggested adding, ". . . by advocating for workplace safety".

"The workplace is a dangerous place. I want parents to know that."

Kathleen Higgins - Mother of John Higgins, who broke his back in a workplace accident at the age of 16.

WorkSafe

She didn't get hurt, her son did. Because of it, she's now an advocate – she's active.

Young Worker Safety: What Parents Can Do

Don't refer to handout materials until the end of the presentation.

References to the parent brochure early in this section should be placed at the end of the presentation to avoid audiences 'tuning out' knowing that a handout will be available.

Use more effective visual illustrations showing what parents can do.

This section's first slide includes the photo of a group of young workers that some parent participants feel are "too old". This photo is identical to that used on the cover of the parent brochure. In both instances, participants felt the individuals were too old for the target young workers in question. More importantly, participants would prefer to see visuals of what parents can do, such as showing parents talking to their children about this issue.

Add information about workplace rights and processes to follow in situations of concern.

The slide related to pointers to "prepare your children beforehand" garnered several comments that parents and youth alike may be reluctant to ask employers questions. While the purpose of such prevention initiatives is to begin shifting this attitude, parents should also be made aware of workplace rights to reassure them of making perceived "bold" steps. Other additional information that could be included would refer to the process to follow if their child has a workplace health and safety concern.

CONVERSATION STARTERS

Enable parents to talk to their children by providing effective scripts to follow.

As one BCCPAC representative declared, "We need to have this conversation with our children". Accordingly, the workshop also served to identify strategies that would help parents spark conversations with their children regarding young worker health and safety. Overall, the parents find it easier when they act as a messenger and not the origin of the information. This places the "authority" of the information on a third-party rather than on the parents themselves.

Examples of conversation starters discussed in the workshop include:

- **Use media stories:**
  - *"The news had an interesting story tonight about . . ."*
  - *"I read an article in today's paper about . . ."*
- **Use resource materials (i.e. brochures):**
  - *"I came across this brochure today . . ."*
  - *"I got this letter from your school/employer . . ."*
- **Ask direct questions:**
  - *"Did you receive safety training? Tell me about it. What did you learn?"*
  - *"Does your supervisor do a good job of ensuring that the workplace is safe?"*
  - *"Is there anything that makes you uncomfortable about your safety at your job? Have you done anything about it?"*
  - *"Does anyone at work have their First Aid?"*
  - *"Do you know what to do if you get hurt at work?"*
  - *"Has anyone ever been hurt there?"*
- **Start indirect conversations at the dinner table/in the car/family room:**
  - *"Honey, did you see the report on the news about the young boy who was killed at that construction site?"*
  - *"Johnny Smith got hurt at work today. It sparked a whole discussion about workplace health and safety. I'm really glad I now know . . . "*
  - *"My boss just told us that we have to re-do our safety training next week . . ."*

Leave materials around the house – brochures, magnets, posters, things they use so we can easily refer to these items when starting a conversation.

BCCPAC REPS' CLOSING COMMENTS

BCCPAC representatives participating in this workshop offered generous comments, honest feedback and constructive suggestions for future young worker safety prevention initiatives. In closing, these individuals offer several remarks to the WCB-BC as the Prevention Division continues with its efforts.

- *Keep putting the information out there.*
- *Keep coming back to the BCCPAC conferences to gather feedback and keep us up-to-date.*
- *Have youth speak out at schools.*
- *Have a WCB-BC young worker safety update/profile on the evening news.*
- *Get more involved with youth-oriented venues and clubs to spread the word.*
- *Offer an interactive "call-line" or user-friendly website for parents.*
- *Show videos at schools that are reality-based and graphic (Lost Youth).*
- *Send contract letters home from schools to parents.*
- *Develop materials for us to use – posters, magnets, post-it notes, water bottles, screen savers.*
- *Create an acronym or catch phrase that illustrates the movement – like M.A.D.D.*

"Consult us – we're willing to help."